

**Abstract**

A system and methods to incorporate, distribute, and execute associated links in online content is provided. The invention contemplates client side processing of online content received from one or more cooperating content servers to incorporate associated links by a client side computing application for display to participating users. The associated links when interacted offer one or more actions including but not limited to offering additional relevant content, executing cooperating applications, and performing searches. The processing of the online content is accomplished by parsing the content and comparing the content with a predefined list of associated links. If a match occurs, the associated link is incorporated for use. The invention further contemplates the automated update of the predefined list of associated links.